

# How to make rooms color perfect

with the new

**NAIRN COLOR CORRELATION PLAN**



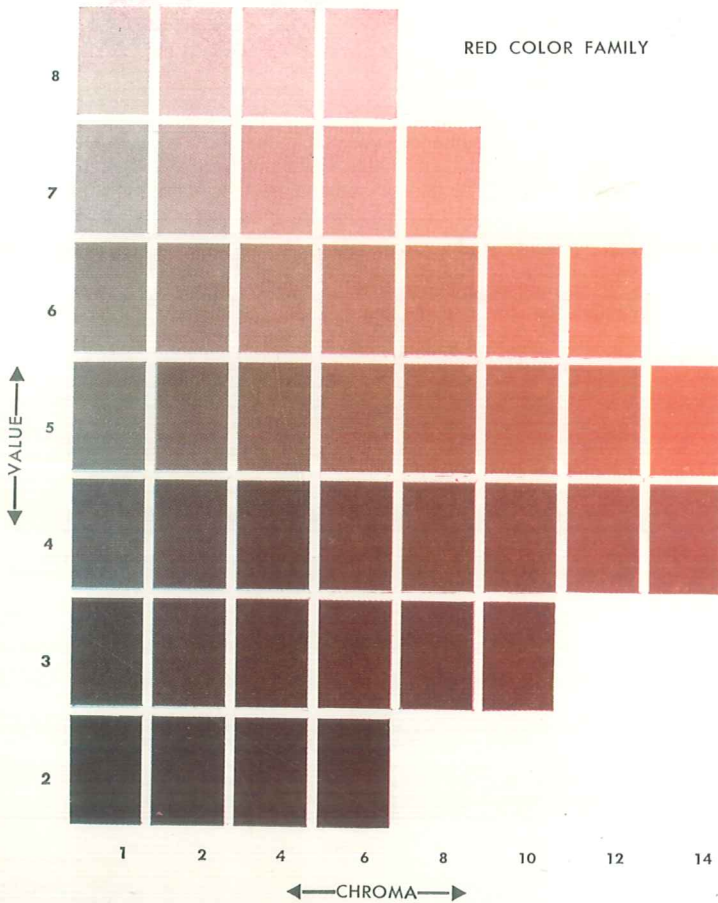
# What makes a room COLOR-PERFECT?

It's the perfection with which every single article in a room—from the floor and walls down to the last lampshade or saucepan—fits right into the color scheme, that makes a room *color-perfect*!

And now, for the first time, thanks to the Nairn Color

Correlation Plan, you can carry out your own room-wide color schemes in every detail, without spending a mint of money on custom work or special orders! All you have to do is base your colors on one of the lovely new Nairn floors of linoleum—and the rest is easy!

**NAIRN**



COLOR NOTATION CHART REPRODUCED BY COURTESY MUNSSELL COLOR COMPANY, INC.

**What the plan is:** The Nairn Color Correlation Plan is a *proven* method of creating completely harmonious color schemes for entire rooms, through the use of Nairn *Color Correlated* linoleum. This method is so simple that anyone can use it!

The basis of the Plan is the scientific fact that all colors in the same color family "go" beautifully together!

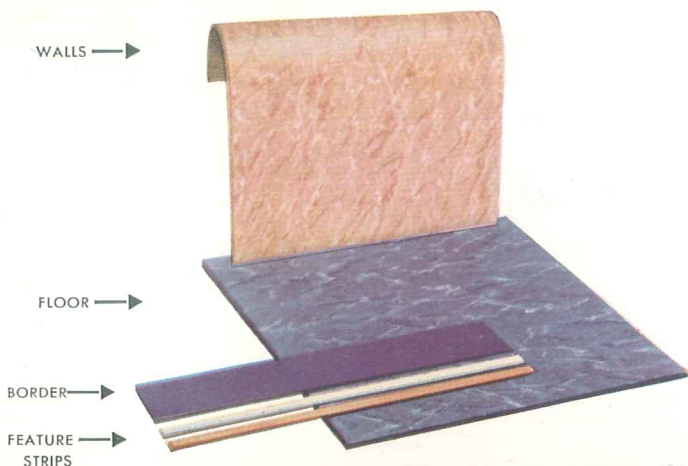
**What is a color family?** It's a group of colors of the same hue but of varying degrees of lightness or darkness (value)—and varying degrees of dullness or brightness (chroma). Look at the "chart" on the left and you'll see the Red Color Family. Any one of these lovely "Red" colors will "go" enchantingly with any other Red in the same family—in a room, a spring costume, or a painting!

**Nairn color families.** After exhaustive research on today's decorative trends Nairn selected the *most favored color families* represented in home furnishings of every kind. Then Nairn *Color Correlated* all their linoleum patterns — for floors, walls, counter tops, insets, borders, etc.—that is, used in all these linoleums *correctly related colors from one or more of the selected, popular, color families.*

This means that no matter what Nairn floor pattern you choose for a room, you can always find a Nairn wall linoleum and Nairn plain linoleum for accessory work—in the same color family as the floor!

**Contrast, too.** Of course Nairn is not suggesting that you do a whole room in tones of one color family alone. Contrast is as vital to decorating as breath to life! Nairn takes care of this necessity, too, for their basic color families were also selected with an eye to providing the *most perfect contrasts* as well as the *most perfect harmonies*!

For instance, glance at this "ensemble" of Color Correlated Nairn linoleum. A floor of richly marbled blue Nairn linoleum—(Purple Blue Color Family), with "Rose Agate" Nairn wall linoleum—(Red Color Family)—for walls, and ceiling, too. Then, an accessory color from each "family" for the floor border—Marine Blue set off with Dusty Pink and White strips.



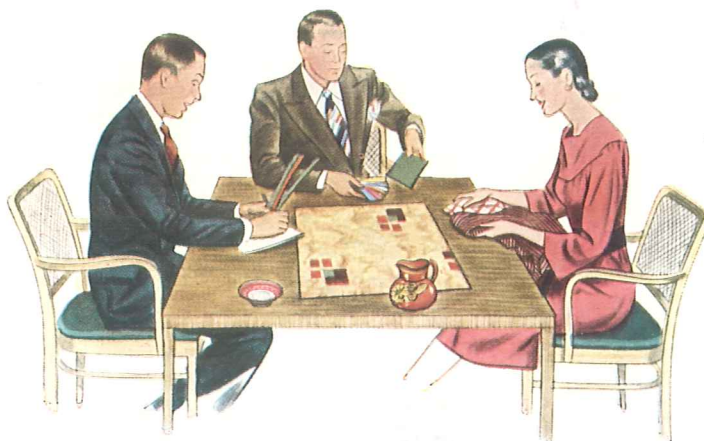


# COLOR CORRELATION PLAN

## Color Correlated home furnishings are easy to find!

The very fact that Nairn colors are drawn from the color families *most* in demand in decoration today means that all Nairn patterns are now Color Correlated with other home furnishings of every kind and price! Yes—with everything, from draperies to bath towels, from fine upholstery to double boilers, from rare glass to 10¢ china! Now you can quickly find all the accessories you need to complete any color scheme based on a Nairn floor—in the very same or correctly contrasting color families as the linoleum itself!

*Now you can be sure of success when you decorate. You can make your rooms sing with color—beautiful as rich chords on the organ, or harmonious as the sweet chime of a carillon of bells!*



**Color checking never stops!** Above you see a typical scene at the Congoleum-Nairn plant—members of the Nairn Color Correlation staff comparing the colors of new home furnishing items with a sample of a proposed new Nairn pattern, to be sure that it will Color Correlate perfectly with accessories on sale in stores everywhere! This work has been going on since 1937—a pioneer service to home makers—and is kept continuously up to date. As fundamental changes in decorative trends appear these changes are promptly reflected in Nairn Color Families used.

## Let's try the Nairn plan in decorating a kitchen...

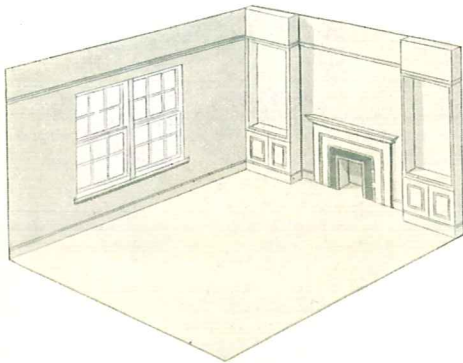
The color scheme started with the Nairn Treadlite floor, of course. Nairn wall linoleum that harmonized with the background of the floor was selected. A Yellow Nairn linoleum for the counter tops—in the same color family as the yellow floor accent—came next—and a Black linoleum for the baseboard. Then curtains, bowls, canisters, etc., that Color Correlated with red, blue and green accents in the floor, were readily found in nearby stores... *So you see, it's easy to make a room color-perfect this way!*



... AND NOW LET'S SEE JUST HOW THE NAIRN COLOR CORRELATION PLAN WORKS IN ACTUAL PRACTICE

# Let's decorate a living room with the help of the

NAIRN COLOR

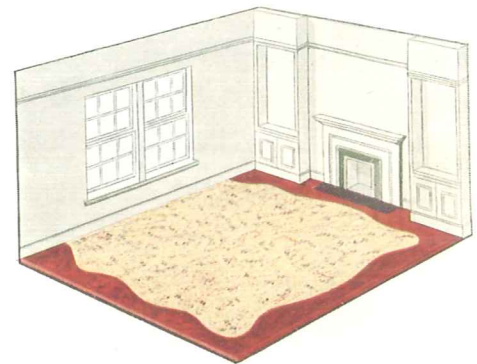


## Step No. 1... First we'll look at the room carefully...what are the problems?

This is an average room, such as most of us have—fair sized and rectangular. The furniture is in good condition but we need new slip covers and draperies. The rug—a big blue one—is badly worn at the edges. We decide to cut it down all round and give it an effective, colorful background in the form of a linoleum floor. So we take a sample of the cut portion of the rug for color, and go to the nearest Nairn dealer...

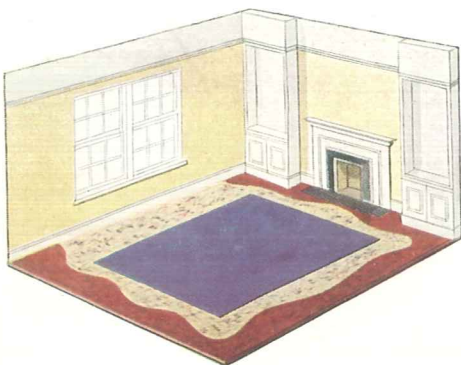
## Step No. 2... We choose the floor color

We have a lot of fun looking at Nairn Treadlite patterns. We pick out three that "go" with our rug color—a soft blue marbled pattern in the same color family—a deep claret red marbled pattern, and an ivory one with flecks of blue and claret. We discard the blue pattern—(a blue floor and a blue rug would lack the contrast we'd like)—and then the salesman makes a brilliant suggestion: why not *combine* the two other patterns we liked? Use the claret as a deep border and the lighter design, cut in wide scallops, as a setting for the rug? A thrilling idea! We decide to follow it...



## Step No. 3... We choose the wall color

With three lovely colors harmoniously combined for our floor—the Veltone claret border, the scalloped ivory design with flecks of blue and claret, and the blue rug—there are a lot of possibilities for our wall color, all good. We might match the claret in a lighter tone on the walls. Or we might use a pale blue, in the same color family as the rug. Either would be effective, but finally we decide on a clear, light, golden yellow because it makes an attractive contrast with the floor colors and will keep the room looking cheerful on dark days!

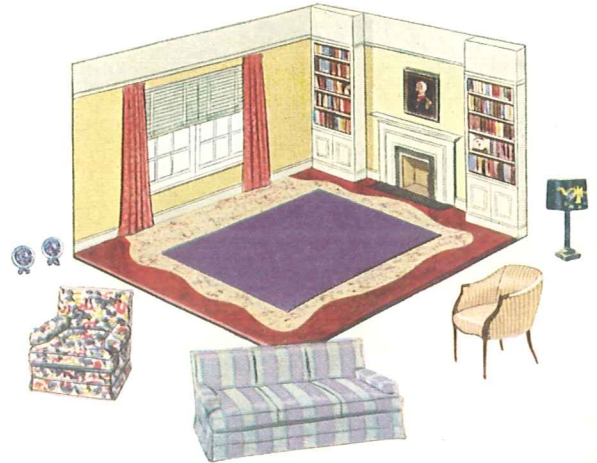




# CORRELATION PLAN

## Step No. 4 ... We choose our fabric colors and small accessories

Our basic color scheme is now set—blue, claret, ivory, and gold. Everything else in the room should repeat these hues—in these same color families, *but in lighter or darker tones* than those used on the floor and walls. (Of course, white and black accents can be used, too.) So we go shopping and return triumphantly in a surprisingly short time. We have picked a two-toned blue fabric for the sofa, a rosy brocade for the draperies, and a charming rose and blue print for the big chairs. Also, a dull gold fabric for the other armchair. Two exciting new lamps—and some fine old blue and white plates—complete the picture!



## AND NOW WE'RE DONE ... HERE'S THE COMPLETE PLAN!

Lovely, isn't it? Interesting and unusual and *color-perfect*, too! Its perfection is due to the fact that we could get all our accessories in the right color families, thanks to the Nairn Color Correlation Plan!



You'll find photographs of this room—before and after redecorating—on page 15.

AND NOW WE'LL SHOW YOU—IN FULL COLOR PHOTOGRAPHS OF ACTUAL ROOMS ... the experiences of three families in using the Nairn Color Correlation Plan to solve their individual room problems ...



# FIRST we'll step into the ABBOTTS' little house . . .

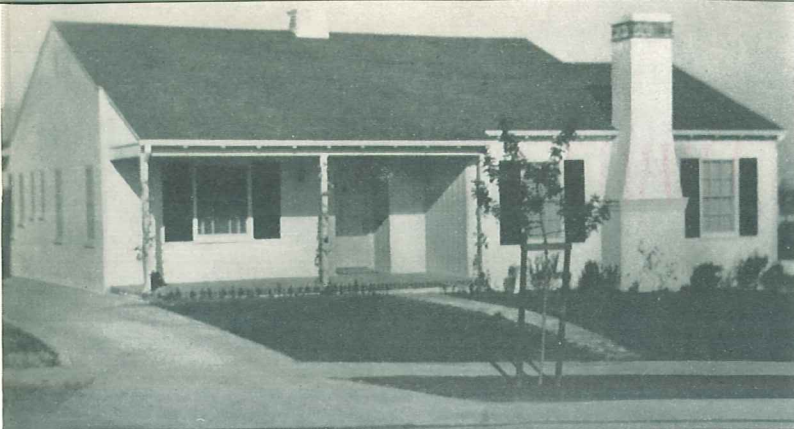
The Abbotts are a young couple just starting out . . . and they are starting on the right foot with a charming little dream house all their own! (Their experiences decorating it and pictures of their rooms are also shown in the Nairn Technicolor Moving Picture, "New Lives for Old," produced by Congoleum-Nairn Inc.)



*They both wanted* the most economical job they could get—and at the same time the highest quality for the money. After comparing prices and consulting their linoleum store, they settled on Nairn linoleum. Their choice of Nairn Treadlite for the floor gave them important improvements at no extra cost! Treadlite is the finest inlaid linoleum on a built-in felt backing, for maximum smoothness and longer wear, as well as beauty. With its special construction, no other felt lining is needed! . . . And they were thrilled to find that beautiful Nairn wall linoleum will last a lifetime, saving the annual expense of repainting kitchen walls!

NAIRN





From Nairn Technicolor Motion Picture—"New Lives for Old."

## Barbara Abbott's heart's desire was a colorful, modern kitchen!

*She wanted* a kitchen color scheme as nicely worked out as her own spring costume—and this is how she got it, with the help of the Nairn Color Correlation Plan!

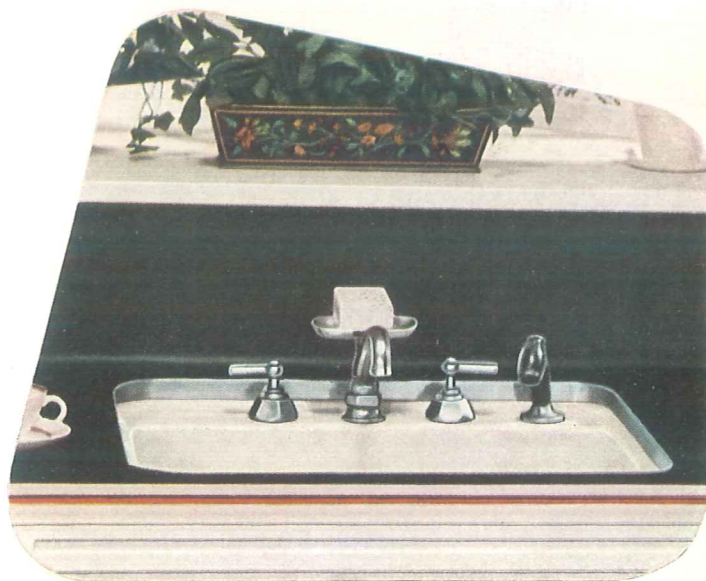
First she picked her floor—a Nairn Treadlite floor with a gay crimson, black and green design on a marbleized ivory ground. And *there* was her color scheme—right *in* the floor!

Her cabinets were painted ivory, to match the background of the linoleum. The crimson floor accents she picked up in bright touches around the room—in canisters, gingham curtains, and leatherette for stool top and bench. The green accent she used sparingly, combined with crimson, in dish towels and breakfast china. Finding all these articles in the right color families was quick and easy, since the Nairn Color Correlation Plan had already seen to it in advance that all Nairn colors correlated perfectly with other furnishings in the stores.

For her walls Barbara chose a harmonizing Nairn wall linoleum, "Parian Red," and Black linoleum for baseboard and counters.



From Nairn Technicolor Motion Picture—"New Lives for Old."



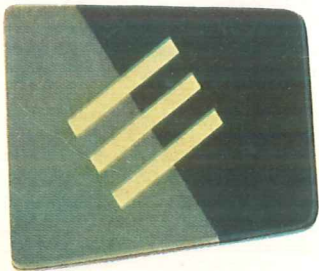
Notice how the sink top and splashback are covered with one seamless strip of linoleum, so there's no dirt-collecting joint! . . . And isn't Barbara's idea of placing her sink across the corner windows a good one? It gives her a sunny view to cheer up dishwashing—and a triangular shelf to hold her beloved plants!

**COLOR CORRELATION PLAN**

*He wanted* her to have the easiest-to-clean kitchen possible! And when the man at the store explained how smooth and stainproof Nairn linoleum is, why, it was Bill Abbott who insisted on having linoleum on all hard-to-keep-clean surfaces. That's why in the Abbott kitchen not only the floor and counter tops but the walls and baseboard, too, are covered with Nairn linoleum! A quick wipe with a damp cloth or a flourish with a mop will remove any spot in a jiffy. And what a blessing that smooth, unbroken sweep of counter tops is going to be to Barbara!



The **ABBOTTS** like fresh, clear, springlike



Clever "personal-ized" floor effects like this can easily be set in a Nairn linoleum floor—at slight expense.

"We never can afford a good rug for this big room, Bill," Barbara said, when their house was still in the blueprint stage—"how about a colorful linoleum with scatter rugs?" . . . And their architect explained that by deciding on a linoleum floor ahead of time they could save by using an economical plywood underfloor and have a perfect foundation for linoleum! . . . So, after some thought, they picked out plain green Nairn linoleum in two Color Correlated shades—using one as a wide border around the room and reaching out into the hall. They adopted an interesting touch, suggested by the salesman, too—the use of 6-inch Yellow feature strips at intervals, where the patterns meet.

**NAIRN COLOR**



From Nairn Technicolor Motion Picture—"New Lives for Old."

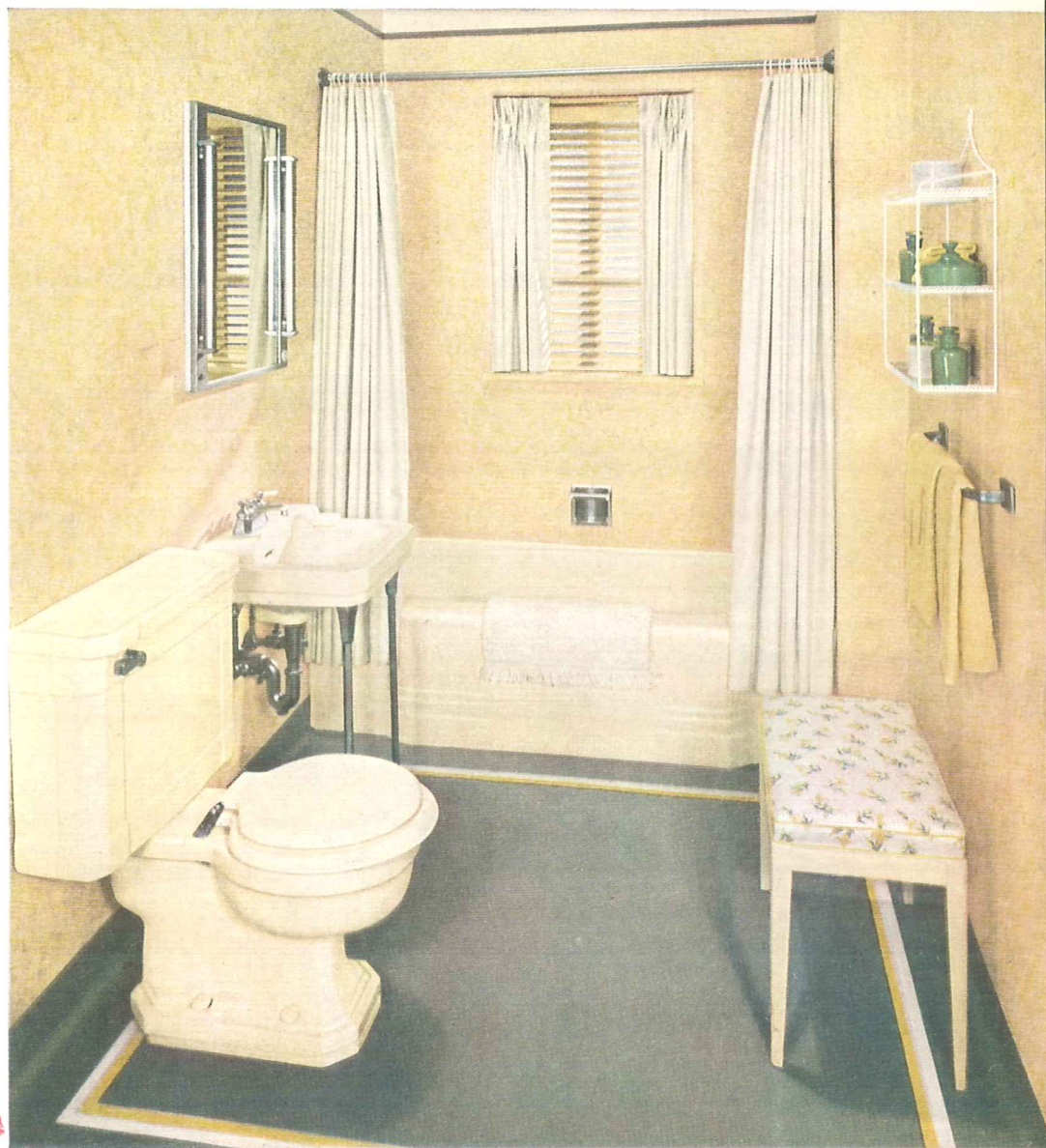


colors around them . . .

and materials  
that simplify  
housekeeping,  
too

See how Nairn  
Color Correlated  
linoleum gave  
them both!

**CORRELATION PLAN**



*The Abbotts had early spring colors in mind—pussy-willows and jonquils—when they decorated their bathroom! The floor is Nairn plain linoleum in Pearl Gray, with white and yellow feature strips. The yellow is picked up in the walls—(Nairn wall linoleum, "Maize")—and in towels and stool top. See how the yellows in the linoleum Color Correlate with the fabrics.*

This close-up of the wall pattern used in this bath shows you the delicate veining and color beauty characteristic of Nairn wall linoleum! This modern material is ideal for a bathroom from every practical angle, too—waterproof, stainproof, and crackproof—and far less expensive than other permanent wall coverings.







*Modern efficiency wedded  
to the charm of an  
old time kitchen!*

The Drakes love cosy, informal kitchen parties and charcoal broiled steaks, so they planned a kitchen that's part picnic place! Mrs. Drake thought, too, that a kitchen where the family gathers should be gay and colorful and especially easy to keep clean, so she used Nairn linoleum with a free hand. She started with a lustrous deep blue Nairn Treadlite floor, set off with a Crimson and White border. Then she chose Crimson linoleum for counter tops and a creamy Nairn wall linoleum, "Moonstone," with pale blue veinings, for her walls. Of course, the Nairn Color Correlation Plan made it easy for her to get flowered chintz, goblets, china and saucepans in harmonizing shades!



Notice this detail of cabinets and baseboard carefully — you'll see that the toe space under the cabinets and the baseboard around the room are "coved" — that is, the border and baseboard are one continuous piece of linoleum. This eliminates the usual dust-catching crack where floors and wall meet!

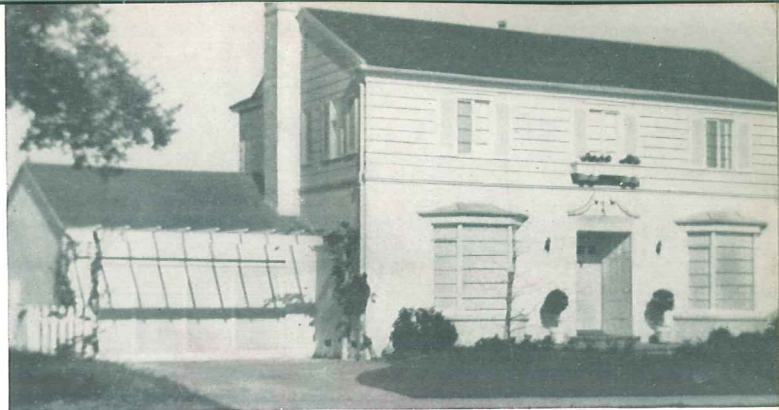
**NAIRN COLOR**



# NOW... let's visit the DRAKES ...



From Nairn Technicolor Motion Picture—"New Lives for Old."



From Nairn Technicolor Motion Picture—"New Lives for Old."

The dreams and plans and hopes of years are embodied in this delightful house! "We didn't want just a 'nice' house—" declared Mrs. Drake, "we wanted a house planned *just for us*, to express *our* tastes and help us live the way *we* like!" (The Drakes' experiences are also shown in the Nairn Technicolor Moving Picture, "New Lives for Old," produced by Congoleum-Nairn Inc.)



Mrs. Drake keyed her whole living room to the sparkling colors of her cherished collection of old glass! And wasn't it clever of her to realize how much more effective her room would be with the contrasting blue tones of this Veltone Nairn Treadlite floor—harmonizing, as it does, with the rich hues of the glass—instead of the usual type of floor? It holds the room together, decoratively speaking—and how beautifully it Color Correlates with the rosy rust, tans and blues in the rug, wallpaper and upholstery!

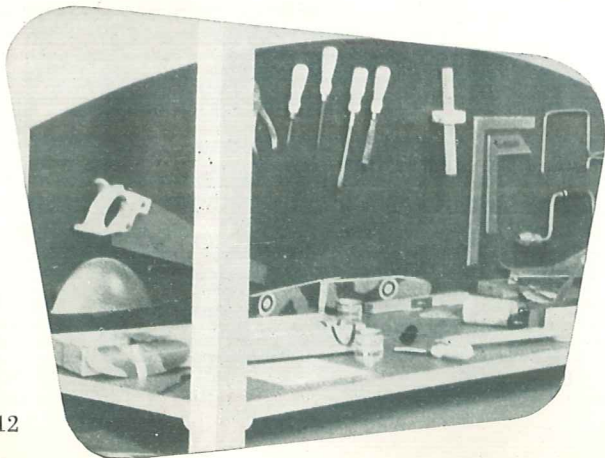
CORRELATION PLAN



## Planned for a



Pete and Mike Drake certainly are in luck! They have a room that can take hard knocks and spills. The walls are covered with stainproof Nairn wall linoleum in the "Parchment" pattern—the baseboard with Nairn plain linoleum in Mahogany. The floor is the "Colonial Plank" design in tough, resilient Nairn Treadlite DeLuxe—the finest inlaid linoleum on felt backing. Its surface is extra smooth and easy to clean. *Even ink washes right off!*



## NAIRN COLOR CORRELATION

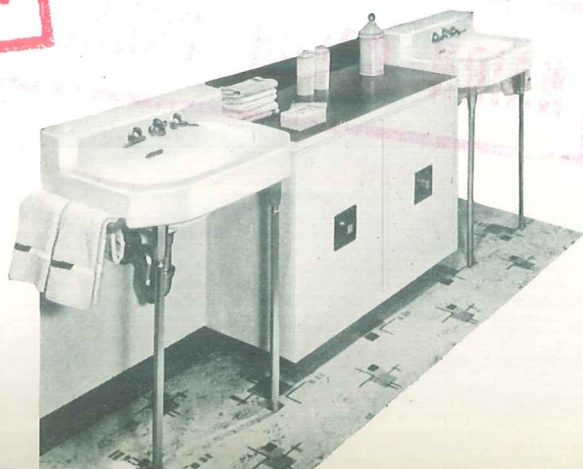
Take a close look at the swell work bench Dr. Drake devised for his boys! It's covered with Nairn plain linoleum in Green. On the wall behind it is a mighty convenient feature—a piece of Nairn cork carpet set into the wall linoleum, where tools can be hung up and mechanical drawings thumb tacked in place for easy reference!



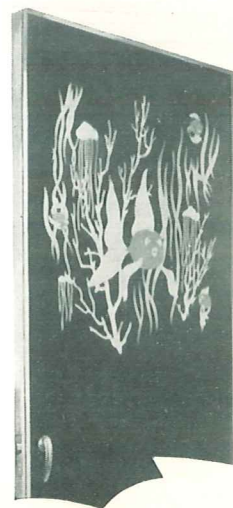
# 2-BOY family...

Two boys, two basins... what a help this is in getting young Pete and Mike Drake off to school on time! Walls, ceiling, door, baseboard, linen cabinet, and the decorative panel between the mirrors are all done in splash-proof Nairn linoleum! ... See how perfectly the Nairn Color Correlation Plan works out here. Not only do the many linoleum patterns Color Correlate with *each other*, but they also Color Correlate with the towels, curtains, toilet bottles, etc.! Mrs. Drake had a lot of fun planning this color scheme—(all the colors are found in the Nairn Treadlite floor)—and no difficulty getting everything to carry it out!

From Nairn Technicolor Motion Picture—"New Lives for Old."



Right is a small reproduction of the upper part of the bathroom door. This is covered with plain Green linoleum and set right into it is the same delightfully comic undersea scene which appears on the panel between the mirrors! It's all made from Nairn linoleum in plain colors—Turquoise, Dusty Pink, Coral and White.



Left—the linen cabinet. Made entirely splash-proof with the front and sides covered with the same Nairn wall linoleum—"Marble White," used on walls and ceiling. Top and decorative squares around knobs are plain Mahogany, like the baseboard.





From Nairn Technicolor Motion Picture—"New Lives for Old."

*NOW...* we'll call on *Mrs.*

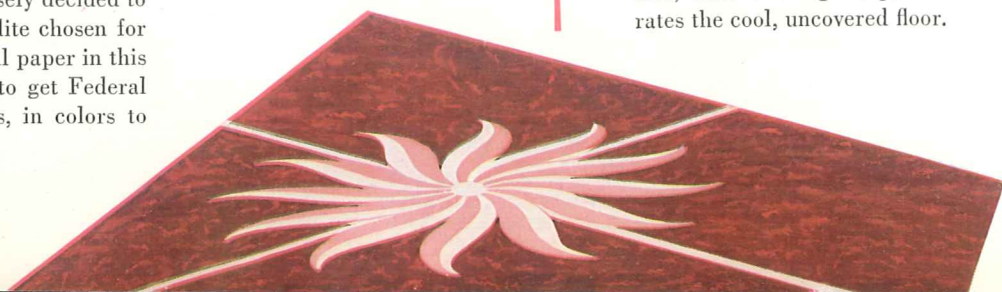
See how she brought her 25-year-old house up to date...

**NAIRN COLOR**



What an impression of warm welcome and good taste the first glimpse of this entrance hall creates in the visitor to the Gregory home! Since it is almost a part of the living room (see opposite page) Mrs. Gregory wisely decided to use on the floor the same claret red Treadlite chosen for the border of the living room floor. The wall paper in this hall is a good example of how easy it is to get Federal style furnishings, as well as modern ones, in colors to "go" with Nairn patterns!

*Below*—the handsome design set in the hall floor—is cut from Dusty Pink and White linoleum. In summer, when the rug is up, it decorates the cool, uncovered floor.

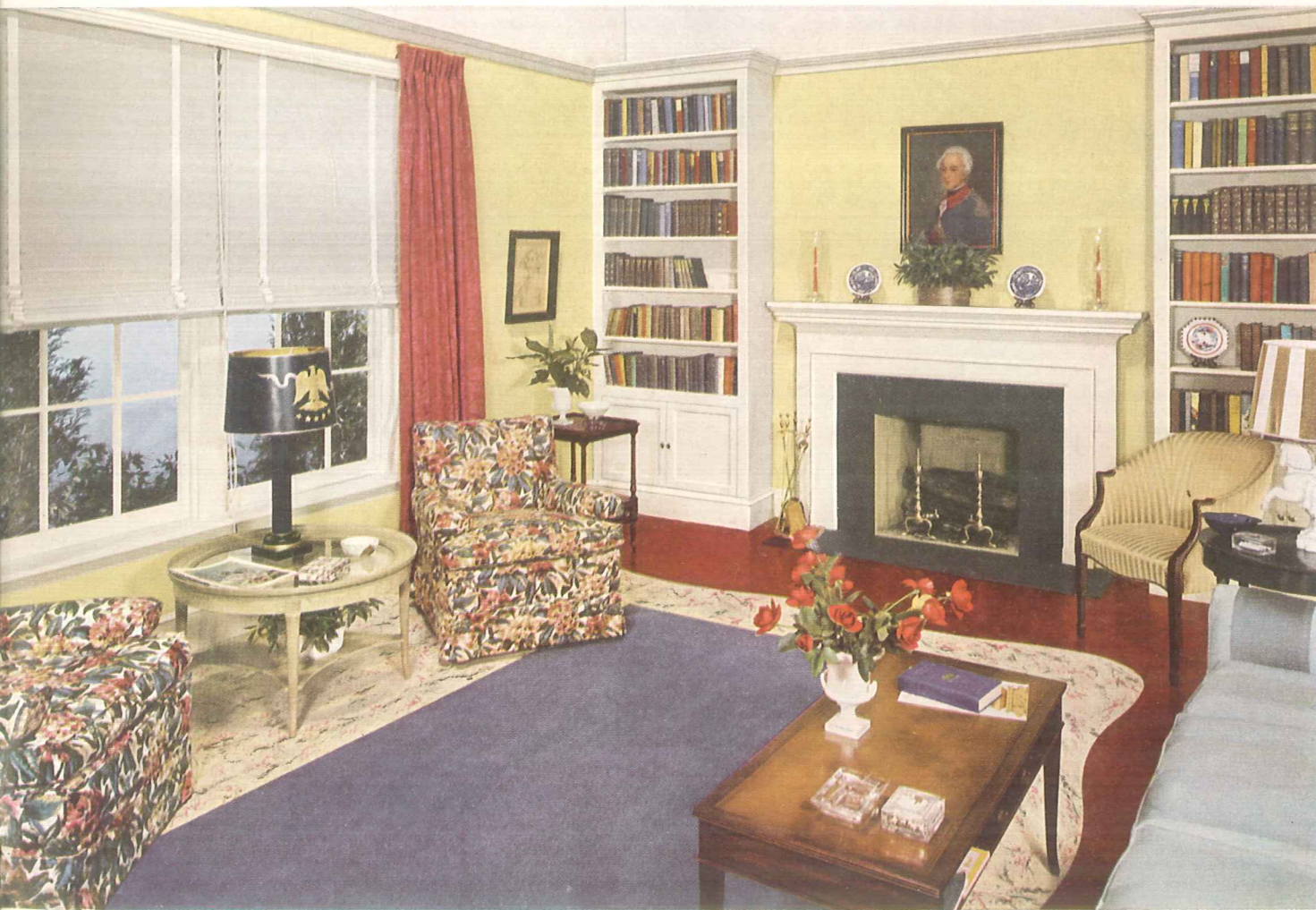




# GREGORY

Mrs. Gregory had a free hand—and how she made the dust fly in her old living room! Knocked out windows! Tore down old book-cases and built new ones. Threw out the old mantle . . .  
*(Her exciting experiences are shown in the Nairn Technicolor Moving Picture, "New Lives for Old," produced by Congoleum-Nairn Inc.)*

## OR CORRELATION PLAN



At her linoleum dealer's Mrs. Gregory chose the unusual floor you see—a wide border of claret red Nairn Treadlite around an ivory pattern with claret and blue flecks, cut with a *scalloped* edge! A perfect setting for her blue rug! Then she carefully selected wall paint, curtains, lamps, etc., to harmonize with her floor colors. (The Nairn Color Correlation Plan made it easy to find them in the right color families.)



# Just look what's happened to the **GREGORY'S**

## BEFORE...

An uninspiring kitchen, certainly, with its dingy walls and drab color scheme! A step-wasting kitchen, too, poorly arranged and lacking in cabinet space and working surfaces. . . .



Look closely at this clever new window treatment! See how it eliminates dust-catching wood window trim and curtains—yet provides effective window decoration, too! Colored linoleum strips are set flush with the Nairn wall linoleum, "Parchment," which covers the walls! Colored strips are also set in the walls to form permanent frames for decorative prints—an unusual and interesting device . . . Remember, Nairn walls like these will last as long as the house—never need refinishing!

**NAIRN**



"hopeless"  
old kitchen!



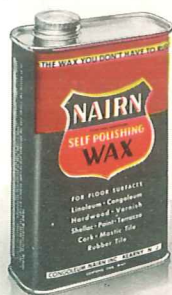
From Nairn Technicolor Motion Picture—"New Lives for Old."

## AFTER...

No wonder Mrs. Gregory's proud as punch of her "new" kitchen! She put in step-saving cabinets and a work-saving range. She covered the dingy walls with smooth, washable Nairn wall linoleum—and the door and ceiling, too! Best of all, she got a beautiful, resilient, Nairn Treadlite floor! She based her color scheme on its pattern—cream, tan, orange, mahogany, and emerald green. Nairn plain linoleum for baseboard, counter tops and breakfast table were available in the same color families—as were china, utensils, etc.!



COLOR CORRELATION PLAN



So easy to keep clean and fresh looking!—a Nairn floor needs only a double waxing about once a month with Nairn Self Polishing Wax (no rubbing—wash first with lukewarm water and mild soap). Between waxings just wipe up spots with a mop or damp cloth.



# The **GREGORY** bathroom used to be practically

Mrs. Gregory always hated to bring guests into this "chamber of horrors." No wonder! The floor is hideous—and cracked, too. The walls—depressing. The tub—an antique. The dressing table—a make-shift. The giant wardrobe you pass on the way in, looms like a monster about to pounce!



Blue! Pigskin! Gold! Here's a charming color scheme. Mrs. Gregory hesitated a long time over this. The marbled Nairn floor has a golden cast. The Nairn wall linoleum is "Parchment,"—a lighter tone of the Pigskin linoleum on the base-board. Shelf is Blue.

*Mrs. Gregory considered several color schemes before she made her choice . . . perhaps you'd like one of these better?*

There are a thousand and one Color Correlated schemes you can work out with the many enchanting Nairn patterns for floors, walls, and accessory work—all beautiful! In the one below, the floor is Crimson Nairn linoleum—the walls, "Parian Red," Nairn wall linoleum. White and chartreuse accessories are used for contrast.



**NAIRN**



# a museum piece ... BUT look at it now!

Here's a miracle, if you like—but one that anybody can perform, with the help of a good Nairn linoleum dealer! The floor and walls are "twin" Nairn patterns, members of the same Nairn color family—Color Correlated with each other, and with the blue curtains! Baseboard is blue linoleum—"dressing-shelf," Ivory. But the most exciting transformation is the wonderful linen cupboard Mrs. Gregory made out of the old wardrobe! The drawer fronts are covered with Nairn wall linoleum, "Rose Agate," like the walls.



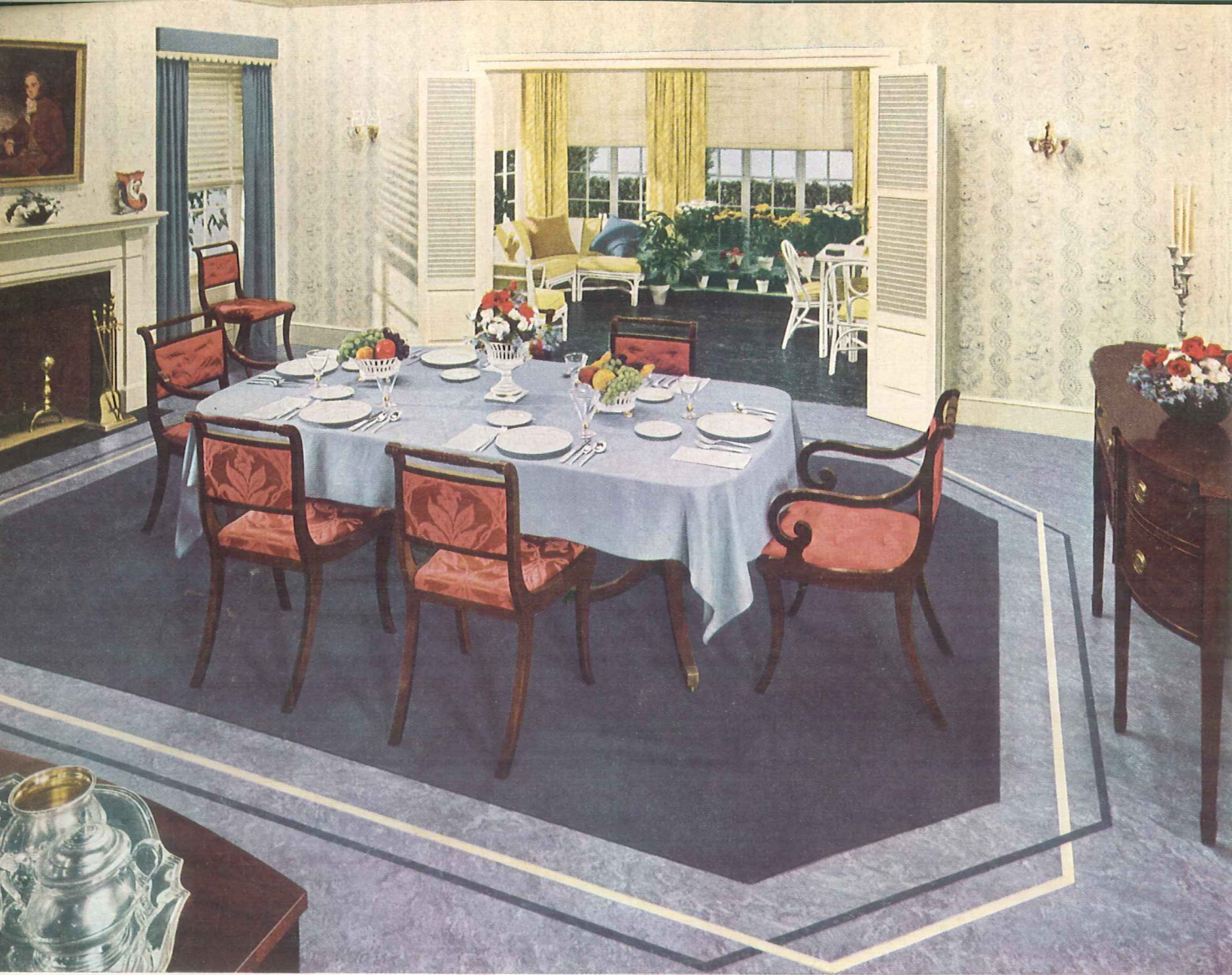
From Nairn Technicolor Motion Picture—"New Lives for Old."



**N COLOR CORRELATION PLAN**

Isn't it wonderful how flexible Nairn wall linoleum is? Just look again at this bathroom—notice how smoothly the linoleum is carried round the curved wall section between the linen cupboard and the rest of the room? Look at the way it fits, like a glove, on the rounded edge of the tub recess? Not a crack or wrinkle! Nairn wall linoleum is cemented right to the walls and ceiling and lasts a lifetime.



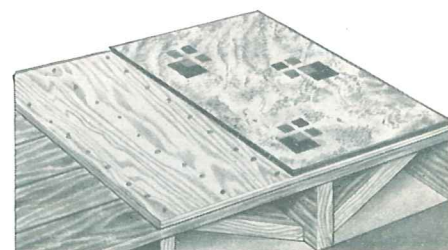


Everyone can't re-do every  
room at one sweep . . .  
start where the need is greatest . . .

**NAIRN COLOR CORRELATION**

### *Dining room need refurbishing? Give it two floors at once!*

See how effectively the contrasting feature strips set in this dining room floor *frame the rug*! That's floor No. 1—the winter floor, complete with rug. And in summer, when the rug is stored, you get an entirely different effect—a lovely expanse of cool looking Nairn Treadlite so interestingly “personal-ized” that no summer covering is needed! That's floor No. 2. The charming color scheme here, so appropriate with the Federal furnishings, started with the choice of the Treadlite floor in muted blues. Table linen, satin draperies, and wall paper were readily found in the same blue color family, for the Nairn Color Correlation Plan always sees to it that Nairn patterns are exactly the right hues to “go” with other new furnishings of every kind in the stores!



Mrs. Gregory wanted the smoothest floor possible. So she just had the old floors covered with economical plywood, thus providing the perfect base for the new Treadlite floor. This method is highly recommended for old and new installations alike.



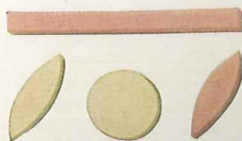
*Sunroom down at the  
heels? Give it a sunproof  
beauty treatment!*

Windows are always being left open in sunrooms, letting rain pour in . . . and, of course, Sol's rays are always scorching away at everything! Choose a Nairn Treadlite floor and you can stop worrying. It will neither spot nor fade. The inlaid linoleum colors go through to the waterproof felt backing. Tracked-in dirt or mud wipes up in a second on a rich black and white Vel-tone pattern like the one here. An occasional waxing with Nairn Self-Polishing Wax keeps it fresh and bright for years!



PLAN

*Bedroom need perking up?  
Give it a floor of your  
own design!*



Any design you like can be cut from contrasting colors and set in a new Nairn "personal-ized" floor! See how interestingly this was done in the floor above, with leaf-shaped insets cut from White and Dusty Pink linoleum. The design repeats the leaf motif in the curtains — a delightful touch! (Ready-cut Nairn Insets also exist, with which you can design "personal-ized" floors.)



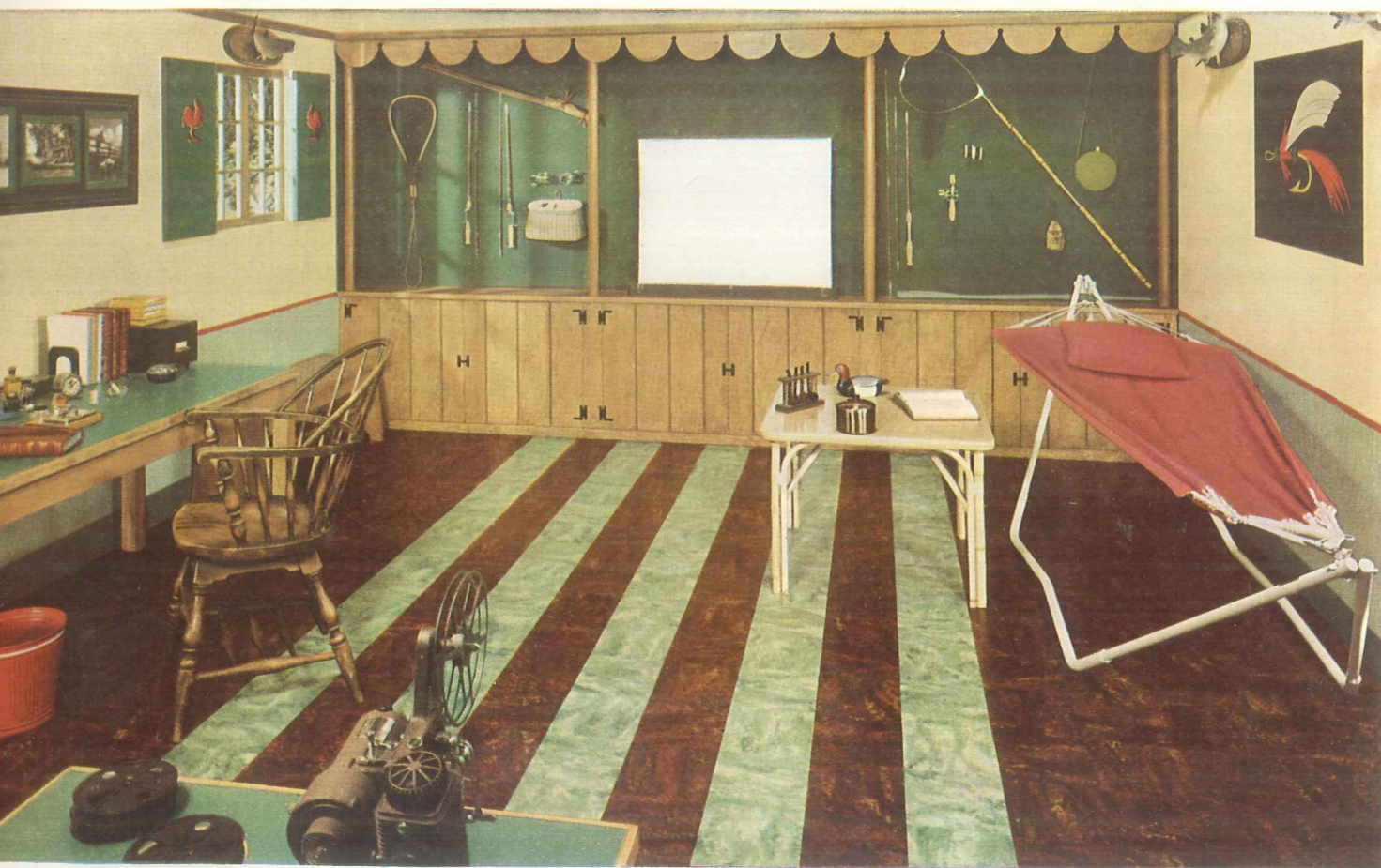
# Have you a good basement going to waste?

New Nairn Damp-Proof  
Flooring is not affected by  
moisture—it's perfect  
for Rumpus Rooms!

From Nairn Technicolor Motion  
Picture—"New Lives for Old."



Here you have a wonderful new flooring with a wear layer of inlaid linoleum and a specially treated felt backing that makes it the perfect covering to use on floors subject to dampness! At last you can enjoy all the beauty, resilience, and stainproof, easy-to-clean qualities of linoleum in a basement gameroom or laundry or on a porch. *No other material* suitable for these areas can give you the rich, clear colors of Nairn Damp-Proof Flooring! It comes in six lovely marbled hues in square or rectangular units, to be arranged in any design you wish. One interesting design is shown below, and there are many others you can make! This flooring is surprisingly economical, too! (Note: Your dealer must follow factory laying specifications.)



## So many ways linoleum helped in this fascinating hobby room

Linoleum made the stunning dry fly "picture"—the Royal Coachman—on the right hand wall . . . and it made the neat "frame" for displaying photographs on the opposite wall, too! There is practically no limit to the novel effects a skilled linoleum mechanic can produce with Nairn linoleum.

And what a winter paradise for an angler this converted basement is! Here he can pursue his other

hobbies — surrounded with reminders of his favorite sport — when Jack Frost bars him from the trout streams. (Nairn cork carpet provides the excellent display board for tackle!)

The floor, of course, is Nairn Damp-Proof Flooring — in rectangular Green and Mahogany marbled units. The side walls are Nairn wall linoleum — "Green Beryl" and "Maize," with a Crimson linoleum feature strip between. (The rough cellar walls were first covered with gypsum wall board, fastened to furring strips.) Table tops and shutters are Green linoleum . . . *Doesn't this make your fingers tingle to fix up your basement?*







The formula  
for enduring beauty  
and service  
in interiors . . .

THE PAGES PRECEDING illustrate the Beauty in interiors that may be yours by following the Nairn Color Correlation Plan and by using Nairn Color Correlated linoleum expertly installed.

REAL BEAUTY must be *lasting beauty*—beauty that you may enjoy today, tomorrow and in the years to come. The Nairn trademark on the product you buy is your assurance of this *beauty that endures*—your guarantee of “*Satisfaction or Your Money Back.*”

NAIRN IS THE OLDEST MAKER of linoleum in America with over fifty years of experience devoted exclusively to the manufacture of linoleum and linoleum installation accessories.

Nairn Treadlite—Inlaid Linoleum on Felt Backing—the flooring used in the rooms illustrated in this book is the result of ten years of experience in manufacturing inlaid linoleum on felt backing. Through its use homeowners today may realize to the fullest the advantages of extra smoothness, protection from strain of underfloor movement, economy (no other felt lining required), and long wear that Nairn Treadlite assures.

NAIRN WAS THE FIRST to manufacture linoleum *expressly for walls and ceilings*. This leadership has been maintained by years of product improvement and the development of thoroughly proven installation accessories and techniques.

NAIRN DAMP-PROOF FLOORING — Inlaid Linoleum on Felt Backing — is an exclusive Nairn product, making available for the first time a *resilient flooring* with all the advantages of *genuine inlaid* linoleum on floor areas subject to dampness.

YOUR NAIRN DEALER employs skilled craftsmen, men trained to do every detail of the fine installations shown in this book. Thousands of these craftsmen have been and are being trained in modern installation methods *directly by Nairn* either at the Kearny Installation School or in field schools conducted throughout the country.

FOLLOW THIS FORMULA—*The Nairn Color Correlation Plan plus the Nairn Trademark on the products you buy plus Expert Installation—for Lasting Satisfaction.*

CONGOLEUM-NAIRN INC.  
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## LINOLEUM